



2022

2022 Creative Rotation

Updated 2.9.22

|    | Week   | TV Length | TV Message                                                        | Paint<br>Continuity<br>TV Length | Paint<br>Continuity<br>Message |
|----|--------|-----------|-------------------------------------------------------------------|----------------------------------|--------------------------------|
| Q1 | 27-Dec |           |                                                                   |                                  |                                |
|    | 3-Jan  |           |                                                                   |                                  |                                |
|    | 10-Jan |           |                                                                   |                                  |                                |
|    | 17-Jan |           |                                                                   |                                  |                                |
|    | 24-Jan |           |                                                                   |                                  |                                |
|    | 31-Jan |           |                                                                   |                                  |                                |
|    | 7-Feb  |           |                                                                   |                                  |                                |
|    | 14-Feb |           |                                                                   |                                  |                                |
|    | 21-Feb |           |                                                                   |                                  |                                |
|    | 28-Feb |           |                                                                   |                                  |                                |
|    | 7-Mar  | :15       | Branding: Battery Spot                                            |                                  |                                |
|    | 14-Mar | :30       | Branding: OPE/L&G                                                 | :30                              | Paint TV                       |
|    |        | :15       | Branding: Battery Spot                                            |                                  |                                |
| Q2 | 28-Mar | :30       | Branding: OPE/L&G                                                 | :30                              | Paint TV                       |
|    |        | :15       | Branding: Battery Spot                                            |                                  |                                |
|    | 4-Apr  | :15       | Branding: OPE/L&G                                                 | :30                              | Paint TV                       |
|    |        | :15       | Branding: Battery Spot                                            |                                  |                                |
|    | 11-Apr | :15       | Branding: OPE/L&G                                                 | :30                              | Paint TV                       |
|    |        | :15       | Branding: Battery Spot                                            |                                  |                                |
|    | 18-Apr | :15       | Branding: OPE/L&G                                                 | :15s                             | Paint TV                       |
|    |        | :15       | Branding: Battery Spot                                            |                                  |                                |
|    | 25-Apr | :15       | Branding: OPE/L&G                                                 | :15s                             | Paint TV                       |
|    |        | :15       | Branding: Battery Spot                                            |                                  |                                |
|    | 2-May  | :30       | BBQ                                                               | :15s                             | Paint TV                       |
|    | 9-May  | :30       | BBQ                                                               | :15s                             | Paint TV                       |
|    | 16-May | :15       | Paint                                                             |                                  |                                |
|    |        | :30       | BBQ                                                               |                                  |                                |
|    | 23-May |           | Paint                                                             |                                  |                                |
|    |        | :30       | BBQ                                                               |                                  |                                |
|    | 30-May | :15       | BBQ                                                               | :15s                             | Paint TV                       |
|    | 6-Jun  | :15       | BBQ                                                               | :15s                             | Paint TV                       |
|    | 13-Jun | :15       | BBQ                                                               | :15s                             | Paint TV                       |
|    | 20-Jun | :15       | BBQ                                                               | :15s                             | Paint TV                       |
| Q3 |        | :30       | Paint                                                             |                                  |                                |
|    | 27-Jun |           | BBQ                                                               |                                  |                                |
|    | 4-Jul  | :30       | BBQ                                                               | :15s                             | Paint TV                       |
|    | 11-Jul | :15       | Convenience (BOPIS/BODFS/Curbside)                                | :15s                             | Paint TV                       |
|    | 18-Jul |           |                                                                   | :15s                             | Paint TV                       |
|    | 25-Jul | :15       | Convenience (BOPIS/BODFS/Curbside)                                | :15s                             | Paint TV                       |
|    | 1-Aug  | :30       | CMN Bucket Sale                                                   | :15s                             | Paint TV                       |
|    | 8-Aug  | :15       | Convenience (BOPIS/BODFS/Curbside)                                | :15s                             | Paint TV                       |
|    | 15-Aug | :15       | Convenience (BOPIS/BODFS/Curbside)                                | :15s                             | Paint TV                       |
|    | 22-Aug |           |                                                                   | :15s                             | Paint TV                       |
|    |        | :30       | Paint                                                             |                                  |                                |
|    | 29-Aug |           | BBQ                                                               |                                  |                                |
|    | 5-Sep  | :15       | Convenience (BOPIS/BODFS/Curbside)                                |                                  |                                |
|    | 12-Sep | :15       | Convenience (BOPIS/BODFS/Curbside)                                |                                  |                                |
| Q4 | 19-Sep | :15       | Convenience (BOPIS/BODFS/Curbside)                                |                                  |                                |
|    | 26-Sep | :15       | Convenience (BOPIS/BODFS/Curbside)                                |                                  |                                |
|    | 3-Oct  | :15       | Convenience (BOPIS/BODFS/Curbside)                                |                                  |                                |
|    | 10-Oct | :15       | Convenience (BOPIS/BODFS/Curbside)                                |                                  |                                |
|    | 17-Oct |           |                                                                   |                                  |                                |
|    | 24-Oct | :15       | Convenience (BOPIS/BODFS/Curbside)                                |                                  |                                |
|    | 31-Oct | :30       | WIIR Gifting+ Tag: Grill FA&D                                     |                                  |                                |
|    | 7-Nov  |           |                                                                   |                                  |                                |
|    |        | :15       | BBQ                                                               |                                  |                                |
|    | 14-Nov |           |                                                                   |                                  |                                |
|    | 21-Nov |           |                                                                   |                                  |                                |
|    | 28-Nov | :30       | WIIR Gifting+ Tag: Grill FA&D                                     |                                  |                                |
|    |        |           | WIIR Gifting + Tag: Neighborhood Christmas Party tag (Event 12/4) |                                  |                                |
|    | 5-Dec  | :30       | WIIR Gifting+ Tag: Grill FA&D                                     |                                  |                                |
|    |        |           | WIIR Gifting + Tag: BOPIS/BODFS/Curbside                          |                                  |                                |
|    | 12-Dec | :30       | WIIR Gifting+ Tag: Grill FA&D                                     |                                  |                                |
|    |        |           | WIIR Gifting + Tag: BOPIS/BODFS/Curbside                          |                                  |                                |
|    | 19-Dec | :15       | WIIR Gifting + Tag: BOPIS/BODFS/Curbside                          |                                  |                                |